

These topline demographics only include the interviewees — not everyone who responded to our recruitment questionnaire. We include open-ended items from the questionnaire but do not attempt to summarize responses.

Broad information habits

How closely do you keep informed about issues and events of the day?

	United States	India
Very closely	17	20
Somewhat closely	10	6
Not so closely	Disqualified	Disqualified
Not closely at all	Disqualified	Disqualified

Just out of curiosity, what's a topic you're trying to stay informed about right now and why? [OPEN-ENDED]

Social media habits

Social media platforms — such as Facebook, X and LinkedIn — are sites or applications where individuals can connect with one another and sometimes with organizations to see content shared by those other accounts. How often do you use social media platforms?

	United States	India
Every day	25	25
Once a week or more, but not every day	2	1
Once a week or more, but not every day*	-	-
I've tried them but don't use them regularly*	-	-
I haven't tried them*	-	-
Other (please explain)	-	-

*** Note:** Those who selected this option did not see the following three questions.

What social media platform(s) do you use regularly? [OPEN-ENDED]

	United States	India
Facebook	23	18
Instagram	20	22
LinkedIn	8	12
Reddit	7	3
Snapchat	3	3
Threads	5	0
TikTok	14	0
Whatsapp	2	8
X (Twitter)	15	14
YouTube	7	10

Answers mentioned by fewer than five people include: CNN, Discord, Fox News, Kick, Messenger, NextDoor, Pinterest, Ravelry, Spotify, Telegram and Twitch.

How often do you use social media platforms to keep informed about issues and events?

	United States	India
Social media platforms are one of the main ways I keep informed about issues and events	13	8
I use a mix of social media platforms and other ways to keep informed	14	18
I've tried using social media platforms to keep informed, but I don't do it often	-	-
I've never used social media platforms to keep informed	-	-

In a sentence or two, what do you use social media for? [OPEN-ENDED]

AI chatbot habits

AI chatbots and assistants — such as ChatGPT, Grok, Amazon’s Alexa, Google AI Mode or the Washington Post’s “Ask the Post AI” — are software products which simulate human-like conversations and generate responses across a wide range of topics. How often do you use such AI chatbots or assistants?

	United States	India
Every day	20	22
Once a week or more, but not every day	7	4
Once a month or more, but less than once a week	Disqualified	Disqualified
I’ve tried them but don’t use them regularly	Disqualified	Disqualified
I haven’t tried them	Disqualified	Disqualified
Other (please explain) [OPEN-ENDED]	Disqualified	Disqualified

What AI assistants do you use regularly? [OPEN-ENDED]

	United States	India
Alexa	6	2
ChatGPT	23	21
Claude	3	3
(Microsoft) Copilot	9	8
Google (including Gemini, Google Assistant, AI Search)*	21	18
Grok	2	6
Meta AI	4	3
Perplexity	6	6
Not specified	1	3

Answers mentioned by fewer than five people include Apple AI, Bing Chat, DeepSeek, Duolingo, Github Copilot, Khanmigo, Notebook LM and Siri.

*** Note:** In the U.S., 17 interviewees mentioned Gemini, three mentioned Google AI Search or AI overview, and one mentioned Google Assistant. In India, 15 interviewees mentioned Gemini, one mentioned Google AI Search or AI overview and two mentioned Google Assistant. We collapsed these into a single category because it became clear from interviews that people were not making a consistent distinction.

How often do you use AI assistants to keep informed about issues and events?

	United States	India
AI assistants are one of the main ways I keep informed about issues and events	6	5
I use a mix of AI assistants and other ways to keep informed	19	20
I've tried using AI assistants to keep informed, but I don't do it often	2	1
I've never used AI assistants to keep informed	Disqualified	Disqualified

In a sentence or two, what do you use AI assistants for? [OPEN-ENDED]

Demographics

[U.S. only] **We're asking this question to make sure we have a diverse pool: Do you think of yourself as closer to the Republican Party or to the Democratic Party?**

	United States
Republican Party	9
Democratic Party	14
Other (please explain)	4

[India only] **Which of the following best describes your general approach to politics and governance?**

	India
Strongly support current national government policies and direction	5
Generally support current national government with some reservations	8
Support some policies regardless of party	4
Generally prefer alternative approaches to current national policies	3
Strongly prefer alternative political direction and policies	2
Not interested in politics/No particular views	1
Other	2
Prefer not to say or N/A	1

Note: This item was asked after interviews, rather than during pre-interview screening surveys.

What is the highest level of education you have completed to date? (Provided by Respondent)

	United States	India
High School Graduate	3	1
Trade/Technical/Vocational training	1	-
Some College, no degree	6	-
Associate Degree	1	-
Bachelor's Degree	5	13
Master's Degree	9	10
Doctorate Degree	2	2

[India only] **What was the primary language(s) spoken in your household while you were growing up? This question is optional. [OPEN-ENDED]**

	India
Assamese	1
Bengali	1
English	15
Hindi	15
Kannada	1
Malayalam	1
Odia	2
Punjabi	1
Tamil	1
Telugu	2

[India only] **To which of the following constitutional categories do you belong? This question is optional.**

	India
General Category	17
Other Backward Classes (OBC)	4
Scheduled Caste (SC)	2
Scheduled Tribe (ST)	-
Prefer not to say	3

[U.S. only] **Ethnicity (Provided by Respondent)**

	United States
Asian or Pacific Islander	7
Black or African American	5
Hispanic or Latino	4
Mixed Ethnicity	3
White / Caucasian	8

[India only] **Which religious or spiritual tradition, if any, were you raised in? This question is optional.**

	India
Buddhism	-
Christianity	1
Hinduism	19
Islam	2
Jainism	-
Sikhism	2
Other (please specify)	-
Prefer not to say	2

[India only] **Which of the following best represents your household's approximate annual income? This question is optional.**

	India
Less than ₹2,50,000	3
₹2,50,000 – ₹5,00,000	1
₹5,00,001 – ₹10,00,000	3
₹10,00,001 – ₹20,00,000	10
More than ₹20,00,000	6
Prefer not to say	3

[U.S. only] **What is your household income? (Provided by Respondent)**

	United States
<\$30,000	2
\$30,000-\$39,999	-
\$40,000-59,999	3
\$60,000-79,999	1
\$80,000-99,999	2
\$100,000-149,999	12
\$150,000-199,999	3
\$200,000+	2
Not answered	2